

**GETTING THE WORD OUT
IN A SMALL TOWN
WITH VERY LONG STREETS**

**Wyoming's Compliance Assistance
Grant Project**

STRATEGY OVERVIEW

- BUILD A SYSTEM TO FIND OUR CUSTOMERS
- BRING THEM IN BY OFFERING TIMELY AND USEFUL INFORMATION
- CHAMPION SMART BUSINESS STRATEGIES WITH THEM
- FOLLOW THROUGH TO BUILD TRUST RELATIONSHIPS WITH THEM

FINDING OUR CUSTOMERS

- **DEVELOP A DATA BASE OF SMALL BUSINESSES IN THE STATE**
 - **EXPLORE DATA SOURCES**
 - **IMPORT, SORT AND PURGE DATA**
 - **KEEP THE LIST CURRENT AND FUNCTIONAL**
- **YIELD A COMPREHENSIVE AND UP-TO-DATE CONTACT LIST FOR THE SMALL BUSINESSES WE SERVE**

BRINGING THEM IN

- **PLAN STRATEGICALLY**
 - **SELECT KEY AREAS TO TARGET**
 - **USE THE DATA BASE TO IDENTIFY SPECIFIC CUSTOMERS AFFECTED**
 - **PROVIDE INFORMATION TO AFFECTED BUSINESSES IN A USER FRIENDLY FORMAT**
- **YIELD TIMELY AND USEFUL INFORMATION FOR OUR CUSTOMERS**

CHAMPION SMART BUSINESS STRATEGIES

- **COLLABORATE TO DEVELOP
OPTIMUM BUSINESS SOLUTIONS**
 - **ENGAGE STAKEHOLDERS ON BEST
APPROACHES**
 - **RESEARCH/DEVELOP BEST CASE
BUSINESS SOLUTIONS**
- **YIELD INCREASED BUSINESS
AWARENESS AND OWNERSHIP OF
PROCESS**

PERC DRY CLEANERS IN WYOMING EXAMPLE

- **REGULATORY INSPECTION
REPORTS REVEALED A TREND OF
SLOPPY RECORD KEEPING**
 - **NUMEROUS INSTANCES WHERE
TECHNICAL VIOLATIONS NOTED**
- **AIR DIRECTOR REQUESTED AN
OUTREACH EFFORT TO IMPROVE
COMPLIANCE**

PERC DRY CLEANERS EXAMPLE (CONT)

- **CUSTOMERS IDENTIFIED
THROUGH MULTIPLE MEANS**
 - **REGULATORY RECORDS SHOWED 23**
 - **TAX RECORDS SHOWED 216**
 - **CD SHOWED 57**
 - **PHONE LISTINGS SHOWED 63**
 - **FINAL PURGED LIST WAS 58
CLEANERS THAT USED PERC**

PERC DRY CLEANERS EXAMPLE (CONT)

- **INFORMATION SENT OUT
THROUGH DIRECT MAILING**
 - **DOCUMENTATION REQUIREMENTS
AND RECORD KEEPING FORMS**
 - **POINTS OF CONTACT FOR
ADDITIONAL INFORMATION**
- **FOLLOW-UP VISITS ONGOING TO
CONFIRM FIX IS WORKING**

LEAD BASED PAINT AND ASBESTOS EXAMPLE

- **REQUEST FROM REGULATORY
STAFF TO ADVERTISE UPCOMING
EPA SEMINAR**
- **TARGET AUDIENCE DETERMINED**
 - **CONTRACTORS,CONSULTANTS AND
ENVIRONMENTAL ENGINEERS**
 - **REALTORS SELLING OR RENTING
PROPERTIES**
 - **HVAC SHOPS**

Pb PAINT AND ASBESTOS EXAMPLE (CONT)

- **CONTACT LIST DEVELOPED FROM
MULTIPLE SOURCES**
 - **OVER 400 BUSINESSES IDENTIFIED**
- **INFORMATION PACKAGE
DEVELOPED FOR DIRECT MAILING**
- **SEMINAR ALSO ADVERTISED
THROUGH PUBLIC INFORMATION
CHANNELS**

Pb PAINT AND ASBESTOS EXAMPLE (CONT)

- **SEMINAR SCHEDULED FOR JUL 11**
- **PROGRAM INFORMATION WILL BE
RETAINED FOR SUBSEQUENT
DISTRIBUTION TO THOSE WHO
CAN'T ATTEND**

MEDICAL WASTE INCINERATOR EXAMPLE

- **MACT PROMULGATED WITH
EFFECTIVE DATE OF SEPT 2000**
 - **CUSTOMERS IDENTIFIED THROUGH
MULTIPLE MEANS**
 - **FACILITIES OPERATING MED WASTE
INCINERATORS**
 - **OTHER FACILITIES GENERATING MED WASTE**
 - **LANDFILLS ACCEPTING MED WASTE**
 - **CONTRACTORS HAULING MED WASTE TO
OTHER DISPOSAL FACILITIES**

MED WASTE INCINERATOR EXAMPLE (CONT)

- INFORMATION SENT OUT THROUGH DIRECT MAILING**
 - DETAILS AND CRITERIA FOR NEW STANDARDS**
- FACE-TO-FACE MEETINGS ARRANGED THROUGH HOSPITAL ASSOCIATION CONTACTS**
 - EXPLANATIONS AND ALTERNATIVES PROVIDED**

MED WASTE INCINERATOR EXAMPLE (CONT)

- PARTNERSHIPS DEVELOPED TO
SHARE COST OF UPGRADES AND
MINIMIZE MED WASTE IMPACTS ON
OTHER PROGRAMS**
 - VIABLE ALTERNATIVES IDENTIFIED FOR
ALL GENERATORS**
 - EXPENSES MINIMIZED FOR INCINERATOR
UPGRADES AND OVERALL DISPOSAL
COSTS**

FOLLOW THROUGH THE KEY TO SUCCESS

- **FACILITATE PARTNERSHIPS FOR LONG TERM SOLUTIONS**
 - **SOLICIT AND CONSIDER INNOVATIVE IDEAS FROM ALL QUARTERS**
 - **ADVOCATE WIN-WIN SOLUTIONS**
- **YIELD TRUST RELATIONSHIPS FOR LONG TERM COMPLIANCE**